

REP HEADLINE# 6315267 TRF# 1372797  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* OCT5/12 17.17  
\*\*\* KUTV-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME KRISTY MORAN

SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6315267

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 10/19 EST#3160 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT5/12 17.17

REP: TO NSM/NSA  
FR LINDSEY FOR CHERYL  
CANCELED ORDER  
TTLS \$0  
PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		1200N-100P	30		\$500.00	10/19	10/19	0		FRI	0
PROGRAM : 2 NEWS AT NOON												
2	S		1200N-100P	30		\$500.00	10/22	10/25	0		M-TH	0
PROGRAM : 2 NEWS AT NOON												
3	S		500A-530A	30		\$225.00	10/19	10/19	0		FRI	0
PROGRAM : 2 NEWS AT 5AM												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 3160

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4	S		500A-530A PROGRAM : 2 NEWS 5AM	30		\$225.00	10/22	10/25	0		M-TH	0
5	S		530A-600A PROGRAM : 2 NEWS AT 530	30		\$350.00	10/19	10/19	0		FRI	0
6	S		400A PROGRAM : 2 NEWS AT 530	30		\$350.00	10/22	10/25	0		M-TH	0
7	S		600A-800A PROGRAM : 2 NEWS AT 530	30		\$900.00	10/19	10/19	0		FRI	0
8	S		600A-800A PROGRAM : 2 NEWS 6-8A	30		\$900.00	10/22	10/25	0		M-TH	0
9	S		800A-930A PROGRAM : 2 NEWS 6-8A	30		\$1,000.00	10/21	10/21	0		SUN	0
10	S		430P-500P PROGRAM : SUNDAY MORNING CBS	30		\$700.00	10/19	10/19	0		FRI	0
11	S		430P-500P PROGRAM : 2 NEWS AT 430P	30		\$700.00	10/22	10/25	0		M-TH	0
12	S		500P-530P PROGRAM : 2 NEWS 430P	30		\$1,300.00	10/19	10/19	0		FRI	0
13	S		500P-530P PROGRAM : 2 NEWS AT 5PM	30		\$1,300.00	10/22	10/25	0		M-TH	0
14	S		500P-600P PROGRAM : 2 NEWS AT 5PM	30		\$750.00	10/20	10/20	0		SAT	0
15	S		500P-600P PROGRAM : 2 NEWS AT 5PM	30		\$1,500.00	10/21	10/21	0		SUN	0

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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16	S		1035P-1135P	30		\$1,000.00	10/22	10/25	0		M-TH	0
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PROGRAM : D LETTERMAN

17	S		1035P-1135P	30		\$750.00	10/21	10/21	0		SUN	0
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PROGRAM : TALKING SPORTS

18	S		1000P-1035P	30		\$3,500.00	10/22	10/24	0		M-W	0
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PROGRAM : 2 NEWS AT 10

19	S		1000P-1035P	30		\$2,500.00	10/20	10/20	0		SAT	0
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PROGRAM : 2 NEWS AT 10

20	S		1000P-1035P	30		\$3,500.00	10/21	10/21	0		SUN	0
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PROGRAM : 2 NEWS AT 10

21	S		800P-900P	30		\$4,000.00	10/23	10/23	0		TUE	0
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PROGRAM : NCIS

22	S		800P-900P	30		\$4,500.00	10/25	10/25	0		THU	0
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PROGRAM : PERSON OF INT

23	S		800P-900P	30		\$1,000.00	10/20	10/20	0		SAT	0
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PROGRAM : CRIMETIME SAT

24	S		900P-1000P	30		\$1,000.00	10/20	10/20	0		SAT	0
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PROGRAM : 48 HOUR MYSEXY

OCT/12						\$ .00						
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CONTRACT TOTAL  
TOTAL SPOTS

MARKET TOTALS \$137,916 KUTV 36% KTVX 11% KSTL 17% KSTU 34% KUCW 0% KJZZ 2% KCSG 0%  
KMYU 0%

SVC- NONE  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE